La Costa Avenue Improvement Plan

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La Costa Avenue Study Area:

El Camino Real to Rancho Santa Fe Road

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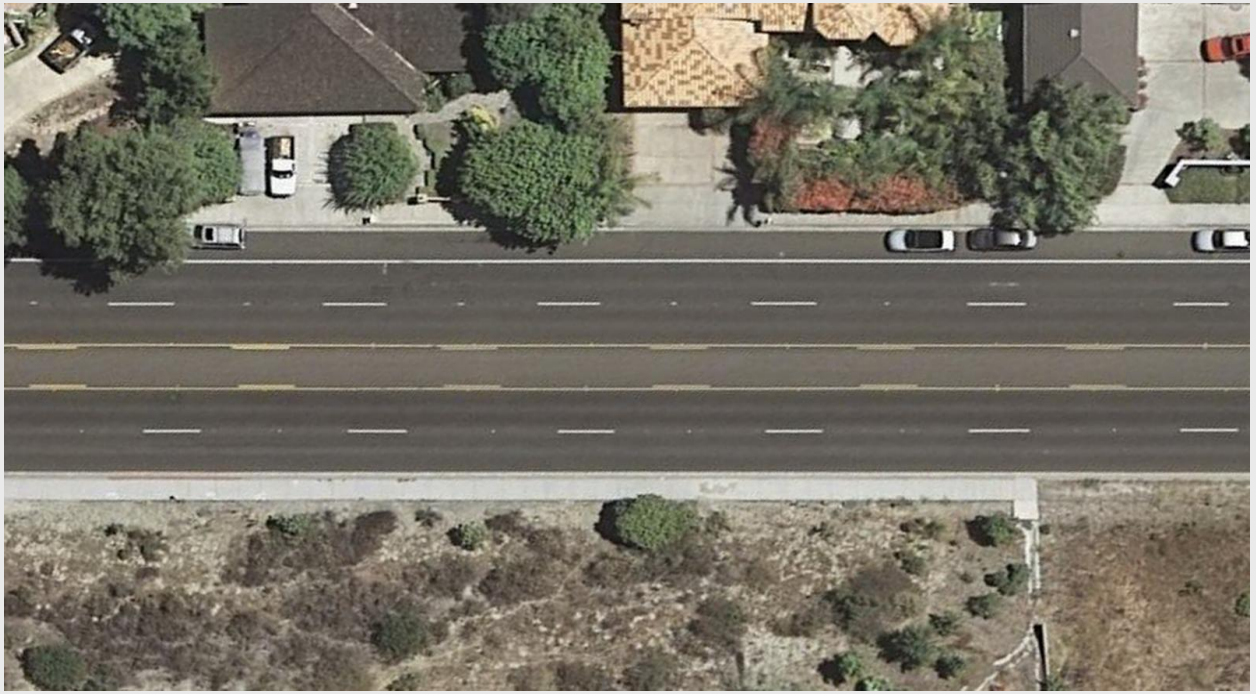
La Costa Avenue Quality of Life Issues

- Speed & volume
- Sight distance
- Congestion
- Diverted traffic



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How We Got Here

- City previously worked with a select group of residents along La Costa Avenue to address safety concerns
- Initial studies will provide base data for this community-focused planning process
- Initial efforts by the City to address safety include speed displays and increased enforcement
- General Plan update expected to create multi-modal standards introducing quality of life issues

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Study Objective

- Develop a cost effective, community-preferred plan to address traffic speeds and safety on La Costa Avenue in a way that respects the residential character and arterial function of the roadway

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La Costa Proposed Planning Process

- Community survey
- Three community meetings
  - April 28
  - May 26
  - June 23
- Update public throughout process – mailings & website
- Present preferred plan to Traffic Safety Commission
- City Council acceptance
- General Plan and environmental review

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3 Community Meetings

- Open to public
- Develop vision for La Costa Avenue
- Build consensus

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Community Meeting #1 Objectives

- Define problem
- Determine objectives
- Present design elements
- Discuss preferences

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Community Meeting #2 Objectives

- Review concept plans
- What works, what doesn't
- Determine preferences
- Evolve new concepts

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Community Meeting #3 Objectives

- Review, revise and finalize preferred concept plan
- Discuss phasing and funding options as needed

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Considerations for La Costa Avenue

- Secondary arterial
- Residential frontage
- Speed
- Safety
- Emergency response
- Bikes and pedestrians
- Cost of improvements
- Enforcement

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La Costa Avenue Traffic Data

- Average daily traffic – 12,200-17,900
- Posted speed – 45 mph
- 85th percentile speed –45-47 mph
- 10 mph pace speed –38-48 mph
- Collision rate – 1.16 c/mvm

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Survey Responses

- Total responses – 824
- Question 1: Traffic issues - very concerned about:
  - Traffic speeds - 50%
  - Pedestrian safety - 47%
  - Bicycle safety - 56%
  - Traffic noise – 22%
  - Availability of on-street parking - 7%
  - Operation of on-street parking - 9%
  - Street maintenance - 28%
  - Street landscaping – 19%

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Survey Responses

- Question 2: Driving concerns
  - Visibility - 57%
  - Street width - 32%
  - Signing - 18%
  - Traffic speeds – 67%
  - Right-of-way controls – 32%
  - Street curvature and grades – 38%

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Survey Responses

- Question 3: Household activities
  - Walking/jogging – 38%
  - Bicycling – 29%
  - Driving – 92%

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Survey Responses

- Question 4: School children travel (106 households)
  - Automobile – 76%
  - Walking – 42%
  - Bicycling – 21%

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Survey Responses

- Question 5: Appropriate devices for La Costa Avenue
  - Signs– 51%
  - Pavement markings – 40%
  - Landscaping – 37%
  - Pedestrian crossings – 40%
  - Sidewalks– 49%
  - Physical changes to the street– 31%
  - Raised medians– 30%

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Design Elements to Consider

- Roundabouts
- Bulb outs
- Medians
- Bike lanes
- Sidewalks
- Striping
- Signals
- Other ideas

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Roundabouts

- Alternative to signals at intersections
- Accommodate traffic flow on La Costa and side street
- Provide landscaping opportunities

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Bulb Outs

- Narrow the street width
- Improves safety for pedestrian crossings
- Shadows parking
- Provide landscaping opportunities

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Medians

- Provide visual break in the center of the street
- Restrict turns
- Provide refuge for pedestrians and turning vehicles
- Provide landscaping opportunities

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Striping / Lane Reconfiguration

Existing:

- Four through lanes
- Parking lane
- Center turn lane

Reduced Lanes:

- Two through lanes
- Bike lanes
- Parking and turn lanes

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Guidelines for Effective Improvements

- Regular and frequent pattern
- Devices shift traffic lanes
- Landscaping

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Cost of La Costa Avenue Improvements

- $1,000,000 - $4,000,000
- Cost depends on the number and type of devices
- Landscaping increases capital and maintenance cost
- Cost effectiveness of devices important to planning process
- Discuss project phasing and alternative funding sources
- Current CIP has $1M allocated for proposed signals

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Work Stations

- Map stations around this room
  - Provide specific information about concerns
- Display boards in the other room
  - Information about the different devices
- Comment sheets and surveys
  - Comment sheets on the issues and devices
  - Blank surveys for anyone who has not completed one

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